

Communications Manager



The International Ice Hockey Federation (IIHF) is the governing body of international ice hockey. The IIHF features 82 member associations, each of which is the national governing body of the sport in its nation. Besides controlling the international rulebook, processing international player transfers, and dictating officiating guidelines, the IIHF runs numerous development programs designed to bring hockey to a broader population. From its headquarters in Zurich, the IIHF organizes in cooperation with its 30 staff members more than 25 international tournaments and competitions annually.

In order to support our Marketing & Communications team, we are looking for a dedicated and passionate:

Communications Manager (f/m/d)

Reporting to the Marketing & Communications Director, this role is an exciting opportunity for an experienced sports communications specialist to make a contribution to the overall IIHF communication strategy, manage events and drive awareness in a complex but exciting digital era. As Communications Manager, you will have in-depth communications experience and a passion for ice hockey. You will work closely with IIHF Member National Associations, members of the media, internal departments, and content teams to ensure that IIHF delivers a clear, compelling and consistent message in all external communications. You will be competent working with both traditional and new media platforms, and have a deep professional understanding of the ever-evolving digital and social media landscape

The IIHF would like this position to start as soon as possible.

Key Responsibilities:

- Work with the Marketing & Communications Director to develop and execute an overall communications strategy to reach IIHF's strategic initiatives
- Responsible for all written communications, from writing press releases, speeches, written statements, and briefings to proactive and reactive communications throughout the season in English, the official language of IIHF
- Act as direct contact to media, coordinating requests and interviews
- Management of media operations and media accreditation process at IIHF tournaments
- Liaison to host organizing committees and assisting them with media services and media accreditation for IIHF World Championships, Olympic Games, and Youth Olympic Games
- Responsible for content, design, creation and production of all internal and external IIHF publications
- Work with the Digital Content Team to provide topics for online editorial and social media coverage for IIHF.com of top-level events
- Create editorial guidelines for IIHF tournaments in regards to IIHF website, social media, photography and video content
- Monitor media coverage for story trends and reputational impacts, both positive and negative
- Work with IIHF departments to development editorial content to promote ice hockey topics
- Develop and execute communications measures with major stakeholders, i.e. federations, clubs, leagues
- Provide event support in IIHF-governed events



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Secondary Responsibilities

- Assist in preparing and controlling respective budgets
- Support staff in assigned project work if necessary
- Perform other duties as assigned by the Marketing & Communications Director

Skills and Qualifications

- Bachelor's degree in Communication, Journalism, Public Relations or similar
- Absolute requirement is minimum 8-10 years of successful career in journalism and/or communications role in an international ice hockey environment of which a minimum of five years must have been in North American ice hockey
- Media training and crisis communication experience an asset
- 100% fluent English speaking/writing ability is a requirement as all press and written communications must be in the IIHF official language
- German or further languages also advantageous
- Previous experience producing content and handling media relations for ice hockey events
- Excellent written and verbal communications skills
- Able to plan and execute multiple tasks in an accurate, efficient and reliable way
- Ability to work under pressure in an event and team-oriented environment
- Proficiency in full Microsoft Office suite, Adobe Creative Suite, video-editing software
- Ability to work evenings and weekends as necessary
- International travel required – participation at Top Division events
- Expect to be reachable if needed at various times for specific communication topics

If you are a dedicated, open-minded and self-motivated team player with native English communication skills and ice hockey experience, then we are looking forward to receiving your full application (inclusive cover letter, photo and salary expectation).

Benefits:

The ideal candidate will be offered a highly interesting and versatile function within an international ice hockey environment as well as excellent benefits.

Contact:

International Ice Hockey Federation

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